

We claim:

1. A grip identifier for a beverage glass comprising flexible insulating material wherein said grip identifier is contoured to wrap around and conform to the shape of said beverage glass.

2. The grip identifier of claim 1 wherein said beverage glass is a traditional pint glass.

3. The grip identifier of claim 1 wherein said flexible insulating material comprises neoprene.

4. The grip identifier of claim 1 further comprising a loop adhered to said grip identifier.

5. The grip identifier of claim 1 further comprising indicia or a patch disposed upon said flexible insulating material.

6. The grip identifier of claim 1 further comprising a fastener for an interchangeable patch wherein said fastener is disposed upon said flexible insulating material.

7. The grip identifier of claim 6 wherein the fastener is the loop portion of the hook and loop type fastener.

8. The grip identifier of claim 1 further comprising between 1 and 4 vertical seams.

9. The grip identifier of claim 8 further comprising an elastic strip extending along said seam(s) to allow for a snug fit to said beverage glass.

10. The grip identifier of claim 1 wherein said flexible insulating material has a front side, back side, left end, and right end and further comprising:

a first fastener device secured to said left end of said front side, and

a second fastener device secured to said back side of said right end.

11. The grip identifier of claim 10 wherein said beverage glass is a traditional pint glass.

12. The grip identifier of claim 10 wherein said flexible insulating material comprises neoprene.

13. The grip identifier of claim 10 further comprising a loop adhered to said grip identifier.

14. The grip identifier of claim 10 wherein said first fastener and said second fastener are hook and loop type fasteners.

15. The grip identifier of claim 10 further comprising indicia or a patch disposed upon said flexible insulating material.

16. The grip identifier of claim 10 further comprising a fastener for an interchangeable patch, wherein said fastener for an interchangeable patch is disposed upon said flexible insulating material.

17. The grip identifier of claim 16 wherein said fastener for an interchangeable patch is the loop portion of the hook and loop type fastener.

18. The grip identifier of claim 10 further comprising between 1 and 3 vertical seams.

19. The grip identifier of claim 18 further comprising an elastic strip extending along said seam(s) to allow for a snug fit to said beverage glass.

20. A grip identifier for a beverage container comprising:
flexible insulating material wherein said grip identifier is contoured to wrap around and conform to the shape of said beverage container, and
a fastener for an interchangeable patch, wherein said fastener is disposed upon said flexible insulating material.

21. The grip identifier of claim 20 wherein said flexible insulating material comprises neoprene.

22. The grip identifier of claim 20 wherein the fastener is the loop portion of the hook and loop type fastener.

23. The grip identifier of claim 20 wherein said flexible material has a front side, back side, left end, and right end and further comprising:

a first fastener device secured to said left end of said front side, and

a second fastener device secured to said back side of said right end.

24. The grip identifier of claim 23 wherein said first fastener and said second fastener are hook and loop type fasteners.

25. The grip identifier of claim 20 further comprising a loop adhered to said grip identifier.

26. The grip identifier of claim 20 further comprising between 1 and 4 vertical seams.

27. The grip identifier of claim 26 further comprising an elastic strip extending along said seam(s).